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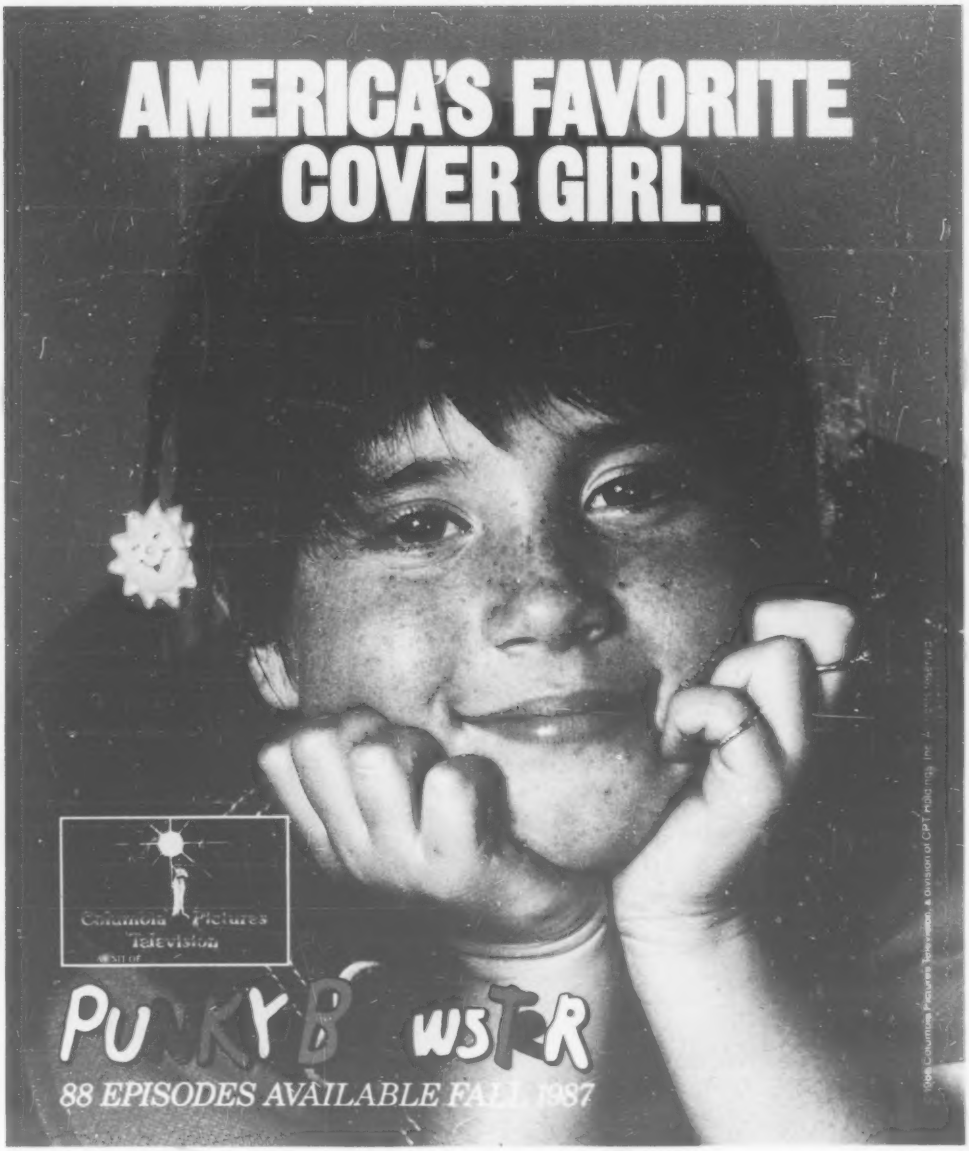
RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 20



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Vol. 111 No. 16

Broadcasting Oct 20

CBS management moves cleared by FCC
Syndication details on Viacom's Cosby
Austrian, Iselin step down

1987 UPFRONT □ A number of key negotiations early next year will go a long way in determining the financial outlook for the three broadcast networks for 1987. **PAGE 27.**

A OK □ FCC rules that no change in control occurred during CBS management shakeup. **PAGE 28.**

COSBY TERMS □ Viacom announces *Cosby* will be sold in syndication on cash-plus-barter basis. **PAGE 29.**

LIFE EXTENSION □ Comsat announces technique to expand the life of satellites. **PAGE 30.**

ABC FORECAST □ Top ABC executives express calm confidence in face of sobering economic forecast. **PAGE 31.**

STEPPING DOWN □ Neil Austrian resigns his post at Showtime/The Movie Channel. **PAGE 32.**

NUMBER ONE □ Contemporary hit radio stations are first in summer Arbitron reports in New York and Los Angeles. MOR/talk number one in Chicago. **PAGE 38.**

BATTING 1.000 □ NBC wins third consecutive week of the prime time season. **PAGE 38.**

ON TONIGHT □ Cable promotion network with a dash of *Entertainment Tonight* set to debut in February. **PAGE 42.**

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TOP OF THE CHART □ Fifth Estaters figure prominently in *Forbes* list of most wealthy Americans. **PAGE 62.**

PUBLIC RESIGNATION □ John Jay Iselin, president of noncommercial WNET(TV) New York, steps down from his post after 15 years. **PAGE 74.**

FCC'S LAWMAN □ Jack Smith, as FCC's general counsel, has brought a cool hand to the commission's hot seat. **PAGE 95.**

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CHR stations number one in New York and L.A.

Summer Arbitrons rerank radio in country's top three markets

Contemporary hit KIIS-AM-FM has overtaken Talkradio KABC(AM) for the leading 12-plus metro share spot in Los Angeles, according to the new summer Arbitron reports. In past reports, KIIS(AM) and KIIS(FM) were listed separately because Arbitron said the AM outlet did not meet its simulcast requirements prior to the survey periods (BROADCASTING, July 28). (KIIS[AM] switched from nostalgia to contemporary hit in January 1985.) The lastest results reestablish KIIS as the ratings leader in southern California, a position it held for three years prior to the spring 1986 survey.

CHR was also the big story in New York this summer with WHTZ(FM) and WPLJ(FM) tied for first. And MOR/talk WGN(AM) Chicago remained in first, but lost some ground to urban contemporary WGCI-AM-FM, which was also listed as two separate stations in previous Arbitron reports.

That's the top ratings picture for the nation's three largest markets based on the summer survey period, which ran from June 26 through Sept. 17. All Arbitron figures are average quarter hour, Monday through Sunday, 6 a.m. to midnight.

New York

It was WHTZ(FM) (licensed to Newark, N.J.) and WPLJ(FM) topping the rest of the pack in New York, each finishing with 5.5 12-plus metro shares. They were followed by talk WOR(AM) at 5.3, up from 4.5 and fifth place in the spring book; urban contemporary WRKS(FM) with 5.1, and by urban contemporary WBLS(FM) and news WINS(AM), both at 4.9.

In the broad-based adult contemporary category, "soft" rock WNSR(FM) (formerly easy listening under the calls of WRFM before it switched formats in mid-April) has gained

NBC keeps on rolling

NBC is batting a perfect three-for-three with its prime time ratings win for the week ended Oct. 12. It pulled an 18.4 rating/29 share against CBS's 16.8/27 and ABC's 15.7/25. For the season to date, NBC has averaged an 18.3/29—2.3 ratings points ahead of CBS's season average 16.0/26 and 3.2 ahead of ABC's average, 15.1/25. But CBS won the evening news battle with an 11.4/22, just edging out NBC's 11.2/22. ABC's news numbers were 10.3/21. (ABC broadcast the baseball playoff games so *World News Tonight* did not air in its usual time period in some western markets. In fact, Monday night was the only night on which ABC aired regular programing during the week.)

For the same period last year in prime time, CBS came out on top with a 17.7/27, just ahead of NBC's 17.3/27 and 2.1 points ahead of ABC's 15.6/25. Last year's evening news win also went to CBS: It had a 12.8/24, while ABC pulled an 11.2/21 and NBC a 10.5/21.

HUT levels (homes using television) were down this year, standing at 62.6%. Last year's HUT level was 63.8%.

Cosby, *Family Ties* and *Cheers* maintained their new season rankings of first, second and third, respectively. *Murder, She Wrote* held onto fourth for a second week. (It took eighth place during week one with a 24.6/38, when *Dallas* was fourth with a 26.5/44.) *Golden Girls* dropped to sixth with a 24.6/40, getting bumped out of fifth by part two of CBS's *The Last Frontier* (25.0/39). *Night Court* came in next at seventh with a 23.2/34. The *NBC Sunday Night Movie*, *When the Bough Breaks*, took eighth with a 22.3/36. CBS's *60 Minutes* tied for ninth place in the ratings with 21.1, but *60 Minutes* got a 34 share to *Highway*'s 33.

The six playoff games and *Monday Night Football* weren't enough competition against the two other networks' lineups. For the week, ABC only won Wednesday night, with game one of the National League playoffs (Mets vs. Astros). ABC's Wednesday average was an 18.4/29.3, against NBC's 17.3/27.2 and CBS's 16.4/26.0. *Monday Night Football* (Chargers vs. Seahawks) tied with *Hill Street Blues* for 25th place with a 17.4 rating. Game one of the American League playoffs (Angels vs. Red Sox) on Tuesday, ranked 35th (15.9/25) along with *The Wizard* (15.9/24). Thursday's second National League game ranked 32d (16.2/25), tied with *Kay O'Brien* (16.2/27) and *Easy Street* (16.2/25). Friday's AL game three (15.0/26) tied with *Cagney & Lacey* (15.0/24) for 42d place. Saturday's AL game four placed 48th with a 14.3/26. Sunday's NL game four took 31st place with a 16.7/26.

In the divvying up of days, NBC won Monday, Thursday and Saturday. CBS took Tuesday, Friday and Sunday, leaving ABC with Wednesday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	33.9/53
2.	Family Ties	NBC	31.0/46
3.	Cheers	NBC	26.4/35
4.	Murder, She Wrote	CBS	25.2/38
5.	Last Frontier, pt. 2	CBS	25.0/39
6.	Golden Girls	NBC	24.6/40
7.	Night Court	NBC	23.2/34
8.	When the Bough Breaks	NBC	22.3/36
9.	60 Minutes	CBS	21.1/34
10.	Highway to Heaven	NBC	21.1/33
11.	Amen	NBC	20.7/35
12.	A Fight for Jenny	NBC	20.0/31
13.	Matlock	NBC	19.6/30
14.	Dallas	CBS	19.5/32
15.	Hunter	NBC	19.3/35
16.	Magnum, P.I.	CBS	19.0/29
17.	227	NBC	18.9/32
18.	Baseball, NL Champ. Game 1	ABC	18.9/31
19.	Newhart	CBS	18.8/28
20.	My Sister Sam	CBS	18.6/28
21.	Facts of Life	NBC	18.1/32
22.	Miami Vice	NBC	18.0/29
23.	Knots Landing	CBS	17.7/26
24.	Gimme a Break	NBC	17.6/26
25.	NFL Monday Night Football	ABC	17.4/30
26.	Hill Street Blues	NBC	17.4/29
27.	Kate & Allie	CBS	17.3/27
28.	Equalizer	CBS	17.0/28
29.	Designing Women	CBS	16.9/25
30.	Valerie	NBC	16.8/25
31.	Baseball, NL Champ. Game 4	ABC	16.7/26
32.	Kay O'Brien, Surgeon	CBS	16.2/27
33.	Easy Street	NBC	16.2/25
34.	Baseball, NL Champ. Game 2	ABC	16.2/25
35.	Baseball, AL Champ. Game 1	ABC	15.9/25
36.	The Wizard	CBS	15.9/24
37.	Violence: Family Drama	CBS	15.7/25
38.	Our House	NBC	15.7/25
39.	Falcon Crest	CBS	15.2/26
40.	You Again?	NBC	15.1/23
41.	ALF	NBC	15.1/23
42.	Baseball, AL Champ. Game 3	ABC	15.0/26
43.	Cagney & Lacey	CBS	15.0/24
44.	A Team	NBC	14.7/25
45.	L.A. Law	NBC	14.7/25
46.	St. Elsewhere	NBC	14.6/24
47.	Scarecrow & Mrs. King	CBS	14.4/25
48.	Baseball, AL Champ. Game 4	ABC	14.3/26
49.	Baseball, AL pregame 1	ABC	14.1/24
50.	MacGyver	ABC	13.9/22
51.	Baseball, NL pregame 1	ABC	13.6/24
52.	Together We Stand	CBS	13.6/22
53.	Better Days	CBS	12.8/20
54.	Amazing Stories	NBC	12.7/19
55.	Simon & Simon	CBS	12.0/18
56.	Crime Story	NBC	11.6/17
57.	Downtown	CBS	10.8/19
58.	Baseball, AL pregame 3	ABC	10.7/20
59.	Baseball, NL pregame 4	ABC	10.7/18
60.	Baseball, NL pregame 2	ABC	10.2/17
61.	Mike Hammer	CBS	9.9/16
62.	Twilight Zone	CBS	9.5/17
63.	Reagan Summit Special	ABC	9.1/15
64.	1986	NBC	8.8/14

*Indicates premiere episode

change TL and change HAAT to 1,142.5 ft. App. Oct. 10.

■ KWLF (98.1 mhz) Fairbanks, Alaska—Seeks mod. of CP to change TL; change ERP to 25 kw, and change HAAT to minus 6 ft. App. Oct. 9.

■ KEYX (100.3 mhz) Globe, Ariz.—Seeks CP to change ERP to 37.2 kw and change HAAT to 3,015.96 ft. App. Oct. 10.

■ KZOU (98.5 mhz) Little Rock, Ark.—Seeks CP to change TL and change HAAT to 1,188 ft. App. Oct. 9.

■ WDIZ (100.3 mhz) Orlando, Fla.—Seeks mod. of CP to change HAAT to 1,184.08 ft. App. Oct. 8.

■ WGIG-FM (100.7 mhz) Brunswick, Ga.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 981 ft. App. Oct. 9.

■ WIXV (95.5 mhz) Savannah, Ga.—Seeks mod. of CP to change TL and change HAAT to 857.06 ft. App. Oct. 8.

■ WZAT (102.1 mhz) Savannah, Ga.—Seeks CP to change HAAT to 1,320.86 ft. App. Oct. 8.

■ WKJM (95.3 mhz) Monticello, Ind.—Seeks CP to change ERP to 519.55 ft. App. Oct. 9.

■ WLVW (105.5 mhz) Salisbury, Md.—Seeks CP to change ERP to 2.1 kw. App. Oct. 9.

■ WFNX (101.7 mhz) Lynn, Mass.—Seeks mod. of CP to change ERP to 1.66 kw and change HAAT to 440.83 ft. App. Oct. 10.

■ WSNE (93.3 mhz) Taunton, Mass.—Seeks CP to change DA pattern and make changes in ant. sys. App. Oct. 8.

■ *WSCD-FM (92.9 mhz) Duluth, Minn.—Seeks mod. of CP to change ERP to 70 kw and change HAAT to 605.49 ft. App. Oct. 8.

■ WTGY (94.3 mhz) Charleston, Miss.—Seeks CP to change ERP to 3 kw and change HAAT to 328 ft. App. Oct. 10.

■ KFUO (99.1 mhz) Clayton, Mo.—Seeks CP to change TL and change HAAT to 1,025.98 ft. App. Oct. 9.

■ KOOZ-FM (106.1 mhz) Great Falls, Mont.—Seeks CP to change TL and change HAAT to 985.64 ft. App. Oct. 9.

■ WHOB (106.3 mhz) Nashua, N.H.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 328 ft. App. Oct. 10.

■ KREK (104.9 mhz) Bristow, Okla.—Seeks CP to change ERP to 2.643 kw and change HAAT to 351 ft. App. Oct. 9.

■ WEDA-FM (95.1 mhz) Grove City, Pa.—Seeks CP to change TL; change ERP to 15.2 kw, and change HAAT to 899.704 ft. App. Oct. 10.

■ WGLU (92.1 mhz) Johnstown, Pa.—Seeks CP to change ERP to 300 w. App. Oct. 10.

■ WWDB (96.5 mhz) Philadelphia—Seeks CP to change TL and change HAAT to 865.92 ft. App. Oct. 10.

■ WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Seeks mod. of CP to change DA pattern. App. Oct. 8.

■ WZLD (96.7 mhz) Cayce, S.C.—Seeks CP to change HAAT to 1.91 kw. App. Oct. 10.

■ KALP (92.7 mhz) Alpine, Tex.—Seeks mod. of CP to change HAAT to 273 ft. App. Oct. 10.

TV's

Accepted

■ KPST-TV (ch. 66) Vallejo, Calif.—Seeks MP to change HAAT to 1,529 ft. and, by separate app., seeks CP to install aux. ant. Apps. Oct. 7.

■ *WCFE-TV (ch. 57) Plattsburgh, N.Y.—Seeks CP to change ERP to vis. 800 kw. App. Oct. 9.

■ WBNB-TV (ch. 10) Charlotte Amalie, V.I.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw and change HAAT to 1,869 ft. App. Oct. 7.

Actions

AM's

■ WLVJ (640 khz) Royal Palm Beach, Fla.—Returned app. to increase day power to 25 kw. Action Oct. 3.

■ KNPA (1340 khz) Nampa, Idaho—Granted app. to change TL and construct new ant. sys. Action Oct. 1.

■ WKKD (1580 khz) Aurora, Ill.—Granted app. to add night service with 250 w; install DA-D, and make changes in ant. sys. Action Oct. 3.

■ WOBS (1570 khz) New Albany, Ind.—Returned app. to increase day power to 2.5 kw. Action Oct. 3.

■ KSCJ (1360 khz) Sioux City, Iowa—Granted app. to operate transmitter by remote control. Action Sept. 17.

■ WDGY (1130 khz) Minneapolis—Granted app. to operate transmitter by remote control. Action Sept. 29.

■ WSPD (1370 khz) Toledo, Ohio—Granted app. to install aux. ant. sys. Action Oct. 3.

■ WGFW (1580 khz) Morovis, P.R.—Returned app. to increase day power to 5 kw. Action Oct. 3.

■ KOTA (1380 khz) Rapid City, S.D.—Granted app. to aug-

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Summary of broadcasting
as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.